

Tobacco Prevention and Control in Utah

Seventh Annual Report - August 2007

Executive Summary



Utah Department of Health
Tobacco Prevention and Control Program

TPCP Update



“Our CEO, Craig Oberg (right), decided that establishing a tobacco-free workplace would give employees an opportunity to better their lives. We’re already seeing a difference in the lives of those who have quit and are trying to quit,” said Garrett Olson (left), Human Resource Director at CO Building Systems and Company in Ephraim, Utah. Olson says about 40% of the company’s employees use tobacco. Olson shared the company’s story as part of TPCP’s latest advertising campaign aimed at rural Utahns.

2007 Highlights

The Utah Department of Health Tobacco Prevention and Control Program (TPCP) and its partners use comprehensive strategies to reduce tobacco use and subsequent tobacco-related disease and death. Extensive mass media education, stronger tobacco policies in homes, workplaces, and recreational areas, and state and local prevention and quit services helped bring about substantial declines in smoking.

Helping Tobacco Users Quit

At 9.5%, Utah’s age-adjusted adult smoking prevalence is at its lowest level since the Utah Department of Health started to track smoking in 1989.¹ Still, more than 170,000 Utah adults continue to smoke and need help with quitting.^{1,2}

- The TRUTH campaign continued to reach adults with messages that encouraged quit attempts and informed about quit services. Ninety-three percent of Utah adults reported seeing any anti-tobacco ads in the past month.¹ Eighty-nine percent were aware of the Utah Tobacco Quit Line and 69% reported knowing about the online quit service, Utah QuitNet.³
- Fifty-five percent of adult smokers reported that they thought about quitting after seeing The TRUTH ads.³
- During FY2007, more than 12,000 Utahns registered with TPCP-funded quit services.^{4,5,6,7} These services greatly increased smokers’ quit success.
- Since the Utah Tobacco Quit Line began in 2001, nearly 40,000 Utahns registered for services. The Quit Line served an average of 475 Utahns per month with free counseling and detailed quit information.⁴
- In FY2007, nearly 4,000 Quit Line callers received Nicotine Replacement Therapy such as nicotine patches and gum.⁴
- Since 2001, more than 6,000 youth participated in Utah’s court-approved teen tobacco cessation program Ending Nicotine Dependence.

Preventing Youth From Starting to Use Tobacco

With a smoking rate of 7.4%, Utah’s high school students (grades 9-12) are three times less likely to smoke than high school students nationwide.¹⁰

- Ninety-eight percent of Utah youth ages 13 to 17 reported that they saw or heard anti-tobacco advertisements in the past month.³
- The TRUTH campaign’s new anti-tobacco Web site for youth “WarriorsAgainstTobacco.com” recorded 80,000 unique visitors since its launch in November 2006. There were nearly 30,000 repeat visitors.
- Since 2002, 20 Utah school districts serving more than 200,000 students in 350 schools participated in efforts to strengthen school tobacco policies, tobacco education, and policy enforcement.
- Since 2001, illegal tobacco sales to underage youth declined by 48%.¹¹ Compared to students nationwide, Utah students who smoke are six times less likely to buy cigarettes in stores.^{10,12}
- Phoenix Alliance coalition members from 22 counties engaged more than 3,000 peers in anti-tobacco education.

Protecting Utahns From Secondhand Smoke

Since 2001, the percentage of children exposed to secondhand smoke in their homes declined by 50%.¹³

- Local health departments, community agencies, and the TPCP worked together to provide education for smoke-free workplaces, homes, and recreational venues. During FY2007, 33 multiple dwelling units, 20 worksites, 21 outdoor recreation venues or agencies, and three trade schools or colleges passed policies that increased protection of nonsmokers from secondhand smoke.
- Ninety-one percent of Utahns have established rules against smoking in their homes.¹
- Ninety-seven percent of Utah children live in smoke-free homes.¹³
- At 86%, Utah has the highest rate of indoor worksites with smoke-free policies.¹⁴

Eliminating Tobacco-related Disparities

The risk for smoking varies by education, income, race, and geographic location. New Utah small area data that show smoking rates ranging from 26 percent in South Salt Lake to one percent in the BYU/Provo area¹⁵ help the TPCP and its partners plan interventions in high-risk areas.

- The TPCP-funded Ethnic Tobacco and Health Networks launched efforts to address the specific needs of their communities in culturally appropriate ways, including youth-led advocacy, adult cessation classes, and faith-based initiatives.
- A new advertising campaign used personal stories about quitting tobacco to reach the rural health districts with the highest smoking rates. Publications went to nearly 80,000 households in targeted rural areas.
- Community groups working with high-risk populations helped more than 200 homes, two civic organizations, and two worksites develop tobacco-free policies.
- Nearly 1,000 low income, uninsured or Medicaid-insured Utahns received counseling and more than 650 prescriptions for medications to help them quit using tobacco.^{8,9}



"The Missing One"

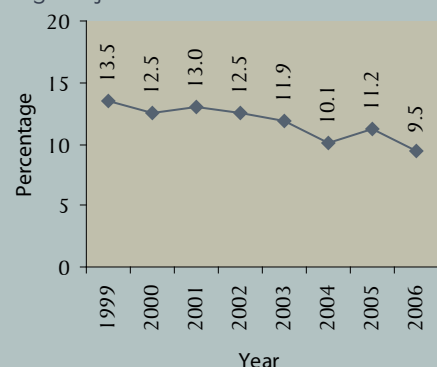
This The TRUTH anti-tobacco ad for young adults illustrates the negative health effects of spit tobacco.

Declines in Utah smoking since Master Settlement Agreement (MSA) funds were allocated to the Tobacco Prevention and Control Program:

- 30% fewer adult smokers (1999-2006)¹
- 38% fewer youth smokers (1999-2005)¹⁰
- 28% fewer pregnant smokers (1999-2005)¹⁶
- 50% less smoking in homes with children (2001-2006)¹³

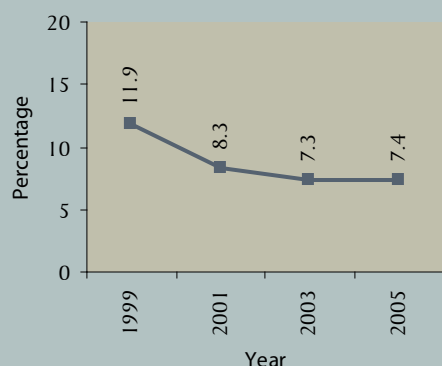
Tobacco Use in Utah

Figure 1.
Percent of Adults Who Report Current Cigarette Smoking, Utah 1999-2006 (Age-adjusted)



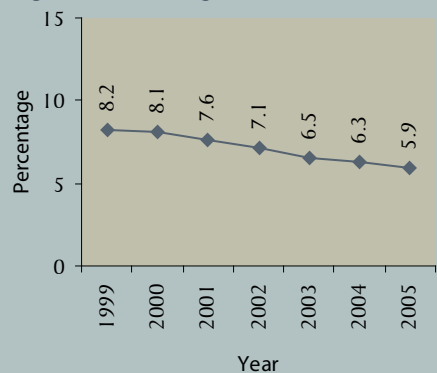
Source: Utah BRFSS¹

Figure 2.
Percent of High School Students Who Report Current Cigarette Smoking, Utah 1999-2005 (Odd Years)



Source: Utah YRBS¹⁰

Figure 3.
Percent of Pregnant Women Who Report Cigarette Smoking, Utah 1999-2005



Source: Utah Vital Statistics¹⁶

Smoking Rates and Health Consequences

Adult Tobacco Use

- In 2006, Utah's adult smoking rate was below 10% for the first time since Utah began to assess adult smoking in 1989 (Figure 1).¹
- Smoking disproportionately impacts Utahns with fewer years of formal education. The 2006 smoking rate for Utahns with less than a high school education was 17.1% compared to 3.2% for college-educated Utahns.¹

Youth Tobacco Use

- The 2005 Utah high school smoking rate of 7.4% was 68% lower than the national rate of 23.0%.¹⁰ Since 1999, high school smoking decreased by 38% (Figure 2).¹⁰
- Since the early 1990s, experimentation with smoking in high school has declined by nearly 50%.¹⁰

Cigarette Smoking Among Pregnant Women

- Since 1999, smoking among pregnant women decreased by 28%. (Figure 3).¹⁶ Currently, 6% of Utah women smoke cigarettes during pregnancy.¹⁶
- Pregnant teens and pregnant women with less than a high school education continue to report smoking rates of 10% or higher.¹⁶

Exposure to Secondhand Smoke

- Since 2001, child exposure to secondhand smoke at home declined by 50% (from 6.0% in 2001 to 3.0% in 2006).¹³ As a result, nearly 20,000 fewer Utah children are at risk for secondhand smoke-related health problems.^{2,13} Children from low-income families are at higher risk for secondhand smoke exposure.¹³

Tobacco-related Disease and Death

- Smoking remains the leading cause of preventable death in the United States.¹⁷ In Utah, more than 1,100 adults die each year as a result of smoking.¹⁴
- Smoking causes about 90% of lung cancer deaths in men and 80% of lung cancer deaths in women.¹⁸ Lung cancer is the leading cause of cancer-related death in Utah and the U.S. Utah's lung and bronchus cancer incidence has declined significantly since the early 1990s.¹⁹ Continuing declines in adult smoking are expected to lead to further reductions in lung cancer incidence.

Smoking-attributable Expenditures

- As a result of smoking, Utah incurs approximately \$273 million in direct medical expenses and \$257 million in lost productivity each year.¹⁴

Health Effects

- Diseases caused by smoking include bladder, esophageal, laryngeal, lung, oral, and throat cancers; cervical, kidney, pancreatic, and stomach cancers; aortic aneurysm; acute myeloid leukemia; cataracts; pneumonia; periodontitis; chronic lung disease; and coronary heart and cardiovascular disease.¹⁸
- Smoking during pregnancy can result in pre-term delivery, low birth weight, other obstetric complications, infant respiratory diseases, other infant illnesses, and infant death.¹⁸
- Children exposed to secondhand smoke are at increased risk for sudden infant death syndrome, acute respiratory infections, ear problems, and more severe asthma.²⁰

Improved Secondhand Smoke Policies

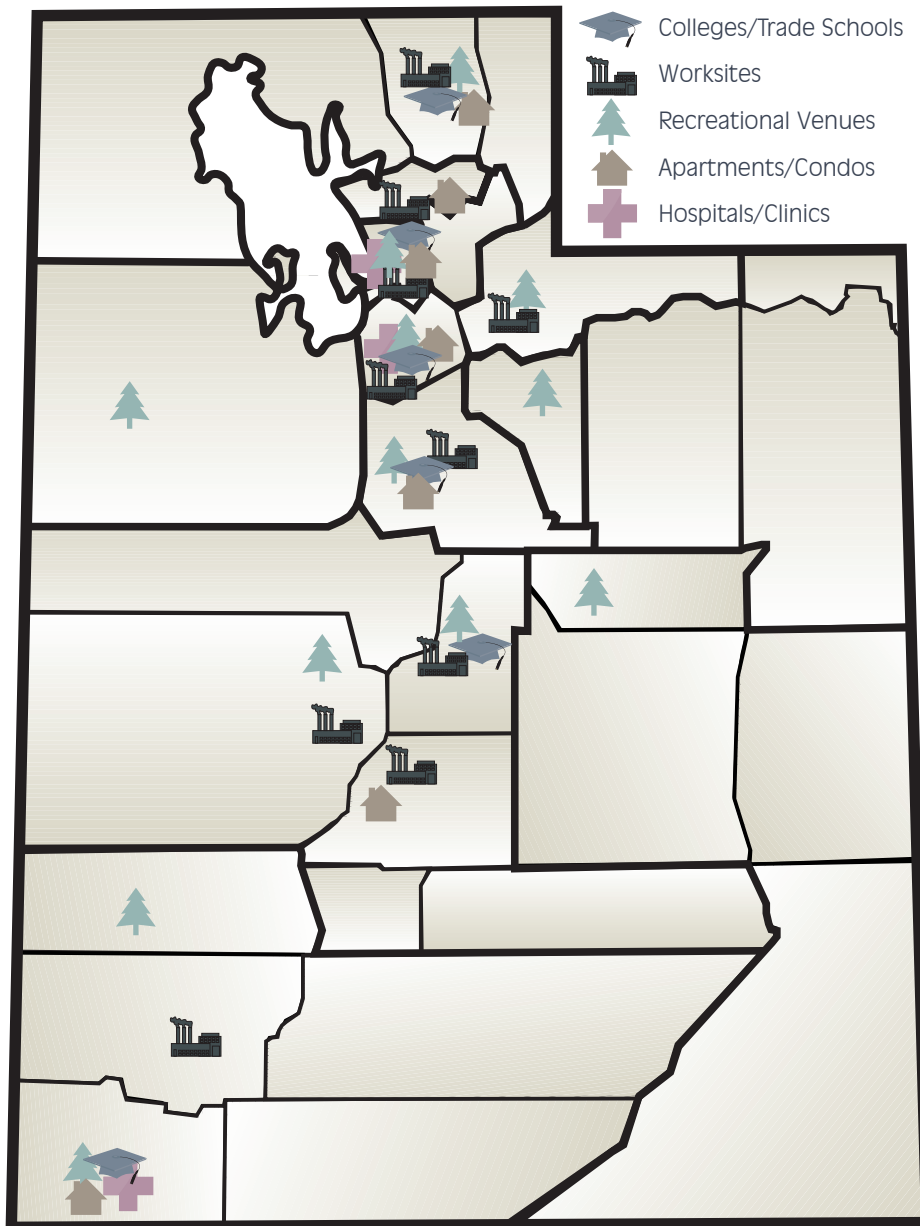
Local Tobacco Policies Reduce Secondhand Smoke Exposure

The map below shows local tobacco policies that were developed throughout Utah and reported to the TPCP since 2003. New policies restricted or banned smoking at multiple dwelling units, worksites, bars and clubs, colleges, hospitals, and outdoor recreational areas such as parks, sports arenas, and

rodeos. These policies have provided Utah non-smokers with greater protection from secondhand smoke. The TPCP's newly revised Secondhand Smoke Policy Guide (<http://www.tobaccofreeutah.org/shsguide.html>) helps communities to develop tobacco policies in a variety of settings.

Figure 4.

Policies to Reduce Secondhand Smoke Exposure, Utah FY2003-2007



Note: Symbols indicate a minimum of one policy in a given county. Smoking policies in apartments and condominiums range from smoking bans in the unit itself to bans anywhere on the premises.

FACT: Policies creating completely smoke-free environments are the most economical and efficient approach to providing protection from involuntary exposure to tobacco smoke.²⁰

New Tobacco Policies by Local Health District, FY2003-2007

- 1 Bear River
 - 1 college
 - 4 recreational venues
 - 12 apartment/condominium complexes
 - 3 worksites
- 2 Central
 - 1 college
 - 2 recreational venues
 - 2 apartment/condominium complexes
 - 3 worksites
- 3 Davis
 - All outdoor public places
 - 1 trade school
 - 19 apartment/condominium complexes
 - 1 worksite
- 4 Salt Lake Valley
 - 1 college; 1 university
 - 12 recreational venues
 - 32 apartment/condominium complexes
 - 30 worksites (including bars/clubs)
 - 1 hospital
- 5 Southeastern
 - 1 recreational venue
- 6 Southwest
 - 1 college
 - 3 recreational venues
 - 1 apartment/condominium complex
 - 1 worksite
 - 1 hospital
- 7 Summit
 - 1 worksite (bar)
 - 2 recreational venues
- 8 Tooele
 - 2 recreational venues
- 9 Utah County
 - 2 trade schools; 1 college
 - 9 apartment/condominium complexes
 - 6 recreational venues/agencies
 - 2 worksites
- 10 Wasatch
 - 2 recreational venues
- 11 Weber-Morgan
 - 2 apartment/condominium complexes
 - 1 worksite

TPCP Program Overview

Tobacco Prevention and Control Program (TPCP) Interventions

Anti-tobacco Marketing and Education

The TPCP funds Utah's The TRUTH anti-tobacco TV, radio, and print advertisements to educate Utahns about tobacco, link to quit services, and promote smoke-free environments. The TRUTH campaign also uses innovative approaches such as Web sites and event sponsorships to reach youth and other populations targeted by tobacco marketing.

TPCP Goals

- Preventing Youth From Using Tobacco
- Helping Tobacco Users Quit
- Eliminating Exposure to Secondhand Smoke
- Identifying and Eliminating Tobacco-related Disparities

Quit Programs

For smokers who want help quitting, the TPCP offers local tobacco cessation programs, the Utah Tobacco Quit Line and Utah QuitNet, for youth, adults, and pregnant women. Partnerships with Medicaid and the Association for Utah Community Health ensure counseling and free quit medication for uninsured and Medicaid-insured tobacco users. The TPCP also works with health care providers and health insurance companies on systems changes to increase access to tobacco cessation counseling and medications.

School Prevention Programs

Since 2002, the TPCP has funded 10 high-risk school districts to develop comprehensive school tobacco policies. An additional 10 school districts worked with local health departments to strengthen and enforce tobacco-free policies, provide tobacco education to students, and ensure access to quit services. Utah's Gold Medal Schools program strengthened tobacco policies in participating elementary schools.

Community Education to Prevent Tobacco Use and Promote Quitting

Utah's 12 local health districts oversaw local anti-tobacco coalitions and partnerships, and conducted community-based anti-tobacco activities to prevent youth from becoming smokers and inform tobacco users about quit services.

Community Interventions to Reduce Secondhand Smoke

Utah's 12 local health districts and 12 community agencies that received mini-grant funding educated their communities about smoking bans and restrictions that protect non-smokers from secondhand smoke exposure in homes, workplaces, and outdoor recreational areas.

Reducing Youth Access to Tobacco

During FY2007, local health departments and local law enforcement conducted more than 5,000 compliance checks to ensure that tobacco outlets are following Utah laws that prohibit tobacco sales to underage youth. TPCP, local health departments, and retailers worked together to ensure comprehensive retailer education and recognition of outlets that did not sell tobacco to minors in recent years.

Ethnic Networks

Four community-based organizations serving Utah's Hispanic, Native American, African American, and Pacific Islander communities developed and maintained coalitions that plan and support culturally appropriate tobacco prevention and control programs.

Assessment and Evaluation

To evaluate and improve tobacco programs, the TPCP collected information on tobacco-use patterns in different population groups, conducted focus groups with "typical smokers" and youth at risk for smoking, and regularly reviewed program intervention data to determine the need for program improvement.

State TPCP Revenue

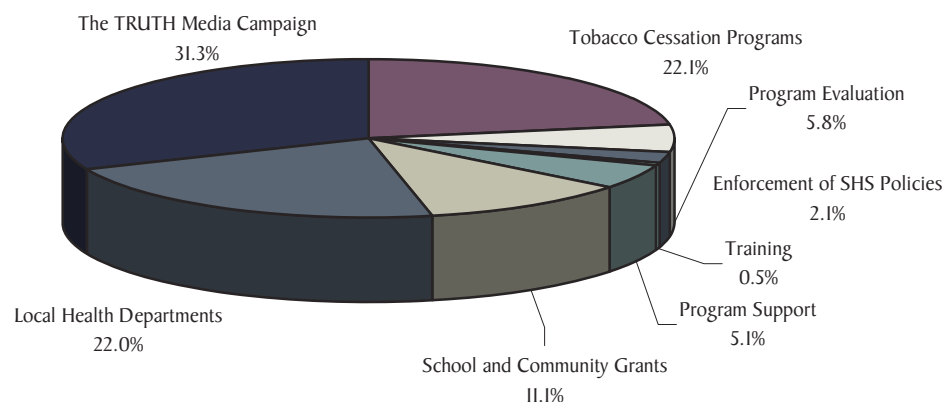
Utah Tobacco Settlement Account: \$4,110,200

Cigarette Tax Restricted Account*: \$3,131,700

One-time carryover: \$447,453

*All FY2007 funds allocated to tobacco prevention and control through the Cigarette Tax Restricted Account were expended in FY2007.

Revenue Appropriation: Utah Tobacco Settlement Account and Cigarette Tax Restricted Account



Federal and private revenue are dependent on ability to match with state funds. Media vendors donate approximately \$2 for every state dollar spent on media.

Funded Partners

American Lung Association of Utah
 Association for Utah Community Health
 Association of Sierra Leoneans in Utah
 Bear River Health Department
 Boys and Girls Clubs of Greater Salt Lake
 Central Utah Public Health Department
 Clearfield Job Corps
 College of Eastern Utah
 Comunidades Unidas
 Crowell/Love Partnership
 Davis Applied Technology Center
 Davis County Health Department
 Delta Manor Apartments
 Emery School District
 Free & Clear, Inc.
 Grand County School District
 Granite School District
 Green River Community Center
 Georgia Pacific Gypsum Plant
 Davis Head Start
 UDOH Heart Disease and Stroke Prevention Program
 Heritage Club
 Housing Opportunities, Inc.
 Intermountain Springville Clinic
 Indian Walk-In Center
 Logan Parks and Recreation
 Logan Regional Hospital
 Logan Transit/Cache Valley Transit
 Utah Medicaid Program
 Millard High School
 Mount Logan School
 Mountainview Mushrooms, LLC, Fillmore
 North Sanpete School District
 Northwestern Band of the Shoshone Nation

UDOH Office of Epidemiology
 Paiute Indian Tribe of Utah
 Project Success Coalition, Inc.
 The Queen Center, Inc.
 Healthways QuitNet, Inc.
 DPR Communications
 Salt Lake City School District
 Salt Lake Valley Health Department
 Salt Lake Valley Health Department Public Health Nursing Bureau
 San Juan School District
 Snow College, Ephraim campus
 Snow College, Richfield campus
 South Sanpete School District
 Southeastern Utah Health Department
 Southwest Utah Public Health Department
 Summit County Health Department
 Together with Youth
 Tooele Community Tobacco Coalition
 Tooele County Health Department
 Tooele County Youth Court
 Tooele Esteem Team
 Tooele School District
 Tooele Valley Mental Health
 TriCounty Health Civic Committee
 TriCounty Health Department
 University of Colorado Health Sciences Center
 Utah County Health Department
 Utah Navajo Health System, Inc.
 Utah Partners for Health
 Utah State University Wellness Center
 Vietnamese Volunteer Youth Association
 Volunteer Center of Washington County
 Wasatch County Health Department
 Weber-Morgan Health Department

FACT: The tobacco industry spends an estimated \$57.9 million each year to market tobacco to Utahns.²² A highly visible anti-tobacco campaign is necessary to counter tobacco glamorization, strengthen social norms opposed to tobacco use, and protect the public from deadly products.

Acknowledgments

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- Jesse Soriano, M.A., M.S., State Office of Ethnic Affairs
- Teresa Theurer, Utah State Board of Education

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